

HYPERQUAKE

FRHE CAMPAIGN

#IBELIEVEINRECOVERY OVERVIEW

8.14.19

**In some way, addiction has
affected all of us.**

WE'RE HERE TODAY TO TRY AND HELP.

Goals

Decrease stigma while increasing hope and solutions.
Support families and loved ones coping with addiction.
Create a positive community of hope for those in recovery.
Highlight solutions and progress, instead of focusing on the problem.

How we went about achieving this



242 general public survey respondents: across 11 counties within greater Cincinnati region (including Ohio, Kentucky, and Indiana)

25 stakeholder interviews: Recovery communities, nurses, doctors, church communities, elected officials, those in recovery, psychologist, prevention specialist, first responders, and even skeptics

77 qualitative responses across the targeted 11 counties and varying audiences

Key Learnings

1

Personalization

- Put a face to the disease
- Tell true stories
- Be real
- Be inclusive

2

Hope

- Tell success stories
- Meet people where they are
- Maintain positivity
- Show support
- Be encouraging

3

Destigmatize

- Emphasize that it affects everyone
- Reiterate that addiction doesn't make someone "bad"

4

Community

- Show a support system
- Be about improving the community

5

Informative

- Let it be known it is a chronic disease
- Give information on how to get treatment/help

**Bringing these learnings
to life in a tactical way**

Pilot Campaign

JULY-SEPTEMBER 2019

COUNTIES	MEDIA TACTICS			
	ENQUIRER	POSTERS/BILLBORADS	DIGITAL/FACEBOOK	RADIO ADS
Butler	X	X	X	X
Dearborn	X	X	X	
Clermont		X	X	X
Grant			X	X

Billboards

FOR ALL COUNTIES



WE ARE STRONGER THAN ADDICTION.
Visit bcmhars.org

#IBelieveInRecovery



RECOVERY IS POSSIBLE.
Visit GetCleanNowClermont.org

#IBelieveInRecovery



BILLBOARDS

Butler
Clermont
Dearborn



COMMUNITY IS HOW RECOVERY THRIVES.
Visit dcincare.org

#IBelieveInRecovery



Print Advertisements

FOR ALL COUNTIES

ENQUIRER

Butler
Dearborn



AS A COMMUNITY, WE ARE
STRONGER
THAN
ADDICTION



Visit us online at www.bcmhars.org
Find us on Facebook at **Butler County**
Mental Health & Addiction Recovery
Services Board

RESOURCES
IN YOUR
COMMUNITY

#IBelieveInRecovery

THERE IS HOPE.
THERE IS SUPPORT.

To learn more and find resources in your local community,
visit www.dcincare.org



Visit us online at www.dcincare.org
Find us on Facebook at **Dearborn County CARE**

RESOURCES
IN YOUR
COMMUNITY

Digital Ads

FOR ALL COUNTIES

3 PATHWAYS

Digital Ad Summary




DIGITAL
Butler
Dearborn
Clermont
Grant


RECOVERY IS POSSIBLE.
There is support.
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COMMUNITY IS HOW RECOVERY THRIVES.
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In Context

The screenshot shows a Chrome browser window with the URL <https://www.clermontsun.com/category/news/>. The page layout includes a red top navigation bar with 'SUBSCRIBE', 'SPECIAL PUBLICATIONS', 'PUBLIC NOTICES', 'RACK LOCATIONS', and 'GAMES'. Below this is the 'THE CLERMONT SUN' logo and a 'Barry's' advertisement for cars. A black navigation bar contains 'HOME', 'NEWS', 'COMMUNITY', 'OPINION', 'SPORTS', 'OBITUARIES', 'CALENDAR', 'CLASSIFIEDS', and 'CONTACT'. A red 'NEWS TICKER' bar shows a snippet: '[June 26, 2019] Korean vet goes home'. A search bar is on the right. The main content area has a 'News' section with two articles. The first article, 'Korean vet goes home', includes a photo of a young man in a military uniform and text about a Korean War veteran's burial. The second article, 'Bill Brewer Memorial Garden breaks ground', includes a photo of people at a groundbreaking ceremony. To the right, there is an advertisement for 'RECOVERY IS POSSIBLE.' and a weather widget for Batavia, OH, showing 79.7°F. The browser's taskbar at the bottom shows various application icons.

Facebook Ads


FOR ALL COUNTIES

2 CREATIVE ARTWORKS + 3 PATHWAYS

Facebook Ad Summary

Dearborn County CARE
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As a community, we are stronger than addiction. There is hope. There is support.




DCINCARE.ORG
#IBelieveInRecovery
Find Local Resources

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Have the courage to start the conversation about addiction. If we stand together as a community, recovery will thrive.




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It's time we understand addiction. It's time we realize recovery is possible.



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In Context



Thank you.